

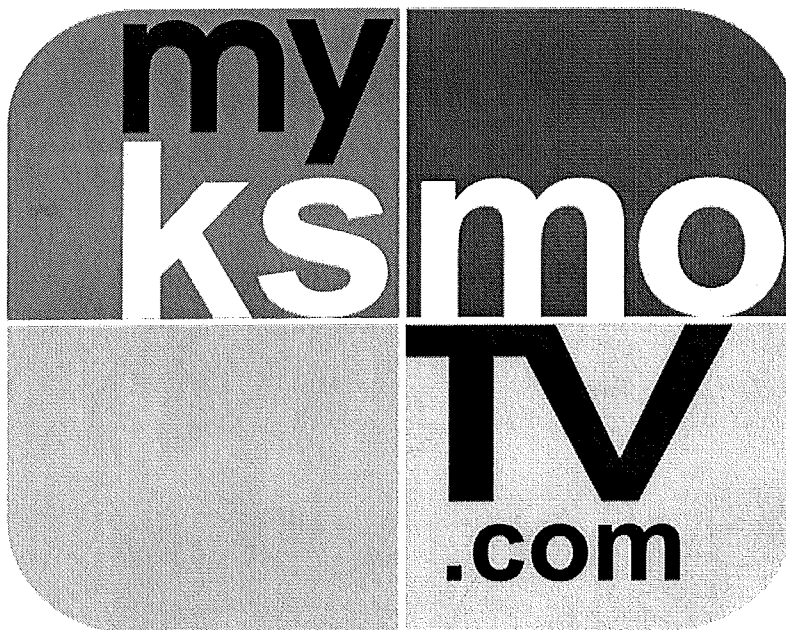
2nd Quarter 2007

FCC Form 398 Children's Report

Submitted July 10, 2007

KSMO

Kansas City, MO



Federal Communications Commission
Washington, DC 20554Approved by OMB
3060-0754

FCC 398 Children's Television Programming Report

Report reflects information for the filing period ending: 06/30/2007

Call Sign	Channel Numbers	City	State	County	ZIP Code
KSMO-TV	62 (analog) 47 (digital)	Kansas City	MO	Jackson	64128
Licensee Name					
Meredith Corporation					
Network Affiliation		Nielsen DMA		Licensee World Wide Web Home Page Address (if applicable)	
My Network TV		Kansas City		www.myksmotv.com	
Facility ID	Previous Call Sign (if applicable)			License Renewal Expiration Date	
33336				02/01/2006	

Analog Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. §73.671(c).
- 4 hours
3. (a) Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. §73.673?
- Y
- (b) Identify publishers who were sent information in 3(a).
- TV Data for the Sunday Kansas City Star TV Guide Video Viewing Tribune Media Services FYI
Television Titan TV Guide
4. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

Title of Analog Core Program #1		Origination	
Strawberry Shortcake		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays, 7:00-7:30am CT (4/7/07-6/30/07)	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	3 years	6 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
STRAWBERRY SHORTCAKE uses the highly popular, much-loved characters who populate Strawberry Land to model prosocial beliefs and behaviors to young children. As Strawberry and her many friends explore the richly-imagined world of Strawberry, they discover adventure, delight, fantasy, whimsy, humor, excitement and music.			
Title of Analog Core Program #2		Origination	

The Littles		SYNDICATED	
Regular Schedule		Total Times Aired at Regularly Scheduled Time	Number of Pre-Emptions
Saturdays, 7:30-8:00am CT; Saturdays, 8:00-8:30am CT 4/7/07-6/30/07)		26	0
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From 5 years	To 9 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This series focuses on one particular family of Littles - Grandpa, Mom and Dad, Dinky and the two youngest: Tom and Lucy. In their quest to become productive adults, the Littles and their friend Henry face the same kinds of problems that young children face every day - issues of friendship, jealousy, honesty, prejudice, consideration for others, kindness, responsibility, risk-taking and more. Each episode of THE LITTLES focuses on one such issue, presenting it in explicit, concrete terms. And young, attractive characters with whom children can identify carry out these actions, they serve as excellent role models for young viewers. Younger and older children, boys and girls, loners and social butterflies...all can find a character with whom to identify and from whom to learn. And last but far from least, the character of Grandpa, a wise, experienced, older Little who clearly loves and cares for the Little kids, functions as the kind of non-threatening, non-didactic teacher to whom children respond. He frequently articulates the lesson inherent in the action as he interacts with and advises the Little children. He is the best kind of teacher. The exciting adventures of the Littles and the suspense generated by their frequent narrow escapes from Dr. Hunter are designed to capture and hold young viewer's attention. The explicitness with which each lesson is articulated and role models with whom children can identify are designed to ensure that children note and understand the embedded pro-social content as they derive delight from the action.</p>			

Title of Analog Core Program #3		Origination	
Liberty's Kids		SYNDICATED	
Regular Schedule		Total Times Aired at Regularly Scheduled Time	Number of Pre-Emptions
Saturdays, 8:30-9:00am CT; Saturdays, 9:00-9:30am CT; Saturdays, 9:30-10:00am CT (4/7/07-6/30/07)		39	0
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From 7 years	To 12 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>LIBERTY'S KIDS is designed to enable viewers to experience, in fresh and exciting ways, the extraordinary period of 1773 to 1789 in American history, as the thirteen colonies, led by a group of courageous and brilliant individuals fought for freedom from Britain and established a new nation. It uses powerful storytelling to address three primary educational goals: 1) to introduce young people to an extensive cast of remarkable historical figures, from Ben Franklin to Phyllis Wheatley, and to enable them to understand the incredible sacrifices these individuals made to help found the United States; 2) to guide young people through the entire sequence of amazing events that led to the creation of a new nation, from the homes of ordinary Americans and the meeting halls from Virginia to Massachusetts to the numerous battlefields in the colonies and the royal courts of France and England; and 3) to help young people understand the importance of key philosophical, social and political issues at the heart of the American Revolution by setting these issues in actual historical contexts, by having individuals such as Jefferson and Paine explain these issues and by seeing the impact of these issues on the lives of ordinary citizens.</p>			

Title of Analog Core Program #4		Origination	
Exploration With Richard Wiese		SYNDICATED	
Regular Schedule		Total Times Aired at Regularly Scheduled Time	Number of Pre-Emptions

Saturdays, 10:00m-10:30am CT (4/7/07-6/30/07)	13	0
Length of Program	Age of Target Audience	
30 minutes	From	To
	13 years	16 years
	E/I Symbol Used As Required	
	Y	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
An experienced science journalist travels to the nearest and farthest corners of the world exploring the land, air and sea introducing children to places, people and things they have never seen. The mission of the program is to inspire viewers to preserve the innate human instinct to explore. Each episode will reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe.		

Title of Analog Core Program #5	Origination	
Animal Rescue	SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Saturdays, 10:30-11:00am CT (4/7/07-6/30/07)	13	0
Length of Program	Age of Target Audience	
30 minutes	From	To
	13 years	16 years
	E/I Symbol Used As Required	
	Y	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
ANIMAL RESCUE serves the educational and informational needs of children 16 years of age and under with its program content, including safety tips and real life in-the-field experiences of professional and ordinary people taking care of, treating and helping various animals.		

Non-Core Educational and Informational Programming

5. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and informational program.

[There are no analog non-core program reports.]

Sponsored Core Programming

6. List Core Programs, if any, aired by other analog stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

[There are no analog sponsored core program broadcast reports.]

[There are no analog sponsored core program detail reports.]

Digital Core Programming

7. (a) State the average number of hours of Core Programming per week broadcast by the station on its main program stream.
- (b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?
- (c) If Yes to 7(b), the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream.
- If No to 7(c), submit as an Exhibit a Statement of Explanation.

4 hours

Y

Y

8. (a) State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream.

0 hours

(b) State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. §73.671.

0 hours

9. (a) Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. §73.673?

Y

(b) Identify publishers who were sent information in 9(a).

TV Data for the Sunday Kansas City Star TV Guide Video Viewing Tribune Media Services FYI
Television Titan TV Guide

10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

[There are no digital core program reports.]

11. Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?

Y

If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired.

Non-Core Educational and Informational Programming

12. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and information program.

[There are no digital non-core program reports.]

Sponsored Core Programming

13. List Core Programs, if any, aired by other stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

[There are no digital sponsored core program broadcast reports.]

[There are no digital sponsored core program detail reports.]

Other Matters

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel or both channels.

Title of Planned Core Program #1		Origination	
The Littles		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturday, 7:00-7:30am CT; Saturdays, 7:30-8:00am CT; Saturdays, 8:00-8:30am CT (7/7/07-9/1/07)		27	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	5 years	9 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
This series focuses on one particular family of Littles - Grandpa, Mom and Dad, Dinky and the two youngest: Tom and Lucy. In their quest to become productive adults, the Littles and their friend Henry face the same kinds of problems that young children face every day - issues of friendship, jealousy, honesty, prejudice, consideration for others, kindness, responsibility, risk-taking and more. Each episode of THE LITTLES focuses on one such issue, presenting it in explicit, concrete terms. And young, attractive characters with whom children can identify carry out these actions, they serve as excellent role models for young viewers. Younger and			

older children, boys and girls, loners and social butterflies...all can find a character with whom to identify and from whom to learn. And last but far from least, the character of Grandpa, a wise, experienced, older Little who clearly loves and cares for the Little kids, functions as the kind of non-threatening, non-didactic teacher to whom children respond. He frequently articulates the lesson inherent in the action as he interacts with and advises the Little children. He is the best kind of teacher. The exciting adventures of the Littles and the suspense generated by their frequent narrow escapes from Dr. Hunter are designed to capture and hold young viewer's attention. The explicitness with which each lesson is articulated and role models with whom children can identify are designed to ensure that children note and understand the embedded pro-social content as they derive delight from the action.

Title of Planned Core Program #2		Origination	
Liberty's Kids		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturdays, 8:30-9:00am CT; Saturdays, 9:00-9:30am CT; Saturdays, 9:30-10:00am CT (7/7/07-9/1/07)		27	
Length of Program		Age of Target Audience	
30 minutes		From	To
		7 years	12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>LIBERTY'S KIDS is designed to enable viewers to experience, in fresh and exciting ways, the extraordinary epirod of 1773 to 1789 in American history, as the thirteen colonies, led by a group of courageous and brilliant individuals fought for freedom from Britain and established a new nation. It uses powerful storytelling to address three primary educational goals: 1) to introduce young people to an extensive cast of remarkable historical figures, from Ben Franklin to Phyllis Wheatley, and to enable them to understand the incredible sacrifices these individuals made to help found the United States; 2) to guide young people through the entire sequence of amazing events that led to the creation of a new nation, from the homes of ordinary Americans and the meeting halls from Virginia to Massachusetts to the numerous battlefields in the colonies and the royal courts of France and England; and 3) to help young people understand the importance of key philosophical, social and political issues at the heart of the American Revolution by setting these issues in actual historical contexts, by having individuals such as Jefferson and Paine explain these issues and by seeing the impact of these issues on the lives of ordinary citizens.</p>			

Title of Planned Core Program #3		Origination	
Exploration With Richard Wiese		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturdays, 10:00-10:30am CT (7/7/07-9/29/07)		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>An experienced science journalist travels to the nearest and farthest corners of the world exploring the land, air and sea introducing children to places, people and things they have never seen. The mission of the program is to inspire viewers to preserve the innate human instinct to explore. Each episode will reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe.</p>			

Title of Planned Core Program #4		Origination	
Animal Rescue		SYNDICATED	
Regular Schedule		Total Times to be Aired	

Saturdays, 10:30-11:00am CT (7/7/07-9/29/07)		13
Length of Program		Age of Target Audience
30 minutes		From To
		13 years 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
ANIMAL RESCUE serves the educational and informational needs of children 16 years of age and under with its program content, including safety tips and real life in-the-field experiences of professional and ordinary people taking care of, treating and helping various animals.		

Title of Planned Core Program #5		Origination
My Bedbugs		SYNDICATED
Regular Schedule		Total Times to be Aired
Saturdays, 7:00-7:30am CT; Saturdays, 7:30-8:00am CT; Saturdays, 8:00-8:30am CT (9/8/07-9/29/07)		12
Length of Program		Age of Target Audience
30 minutes		From To
		5 years 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
My Bedbugs is a quality children's program that unites education and entertainment. Each episode delivers a collection of songs and playful adventures for young audiences to enjoy and is designed to strengthen developmental skills. My Bedbugs are three siblings, Gooby, Toofy, and Woozy, who share imaginative adventures from their bedroom. They are accompanied by J. Edgar who teaches them to solve problems through music and imagination. With their cuddly pillow, Snoozy, by their side each day is full of fun and games. Come on down to Bugville where learning is exciting! It's a Bedbug Party!		

Title of Planned Core Program #6		Origination
What's Happening?/Que Pasa?		SYNDICATED
Regular Schedule		Total Times to be Aired
Saturdays, 8:30-9:00am CT (9/8/07-9/29/07)		4
Length of Program		Age of Target Audience
30 minutes		From To
		8 years 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
"What's Up! Que Pasa" is a weekly multi-cultural show that emphasizes what we have in common with other cultures while teaching today's youth to appreciate our differences. Every week, the show bilingually presents a new theme, such as cross-cultural understanding, the dangers of drugs and smoking, and reading appreciation, to name a few, through a hip combination of rap and humor. Each episode is a fast-paced half hour of music, humor and on-location antics that keeps children entertained while educating them in language development, cross-cultural awareness and positive moral and health choices. Educational and informational segments by the hosts include Health Rap, Travel Time, DJ's Mailbox, Papa's Show & Tell and Story Time.		

Title of Planned Core Program #7		Origination
Go For It		SYNDICATED
Regular Schedule		Total Times to be Aired
Saturdays, 9:00-9:30am CT (9/8/07-9/29/07)		4
Length of Program		Age of Target Audience

30 minutes	From 13 years	To 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
Go For It! is a half-hour live action television program designed to meet educational and informational needs of children. Each episode contains teams of children competing in a variety of educational and athletic activities, including trivia and athletic competitions. High profile athletes appear on each show and encourage children to strive for success. Games, contests and music bring relevant life-messages to kids in a fast-paced, fun environment.		
Title of Planned Core Program #8	Origination	
Kid Guides	SYNDICATED	
Regular Schedule	Total Times to be Aired	
Saturdays, 9:30-10:00am CT (9/8/07-9/29/07)	4	
Length of Program	Age of Target Audience	
30 minutes	From 8 years	To 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
Kid Guides is series "for" kids "by" kids. This award-winning, action packed series takes kids behind the scenes of some of the top zoo, aquariums, museums, and other destinations in the world. Our kid guides learn about the workings of the locations as well as the science behind what it takes to run the places. Whether it is learning about how to care for a white tiger, how to be a zoo keeper, how to handle snakes, or how to take underwater pictures, our hosts dive right in. Specific educational segments also enhance the learning opportunities. Our Book Corner discusses books that are relevant to what we saw at the week's location. Explorer's Corner covers a wide variety of educational topics that fascinate children. Our Animal Star segment highlights a particular animal that may be overlooked, but presents a variety of educational experiences.		

15. Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. §73.3526(e)(1)(iii)? ☒ Y
16. Identify the licensee's children's programming liaison.

Name	Telephone Number	
Beth Green	913-677-7218	
Address	E-mail Address	
4500 Shawnee Mission Parkway	bgreen@kctv5.com	
City	State	ZIP Code
Fairway	KS	66205

17. Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other non-core educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. §73.671, NOTES 2 and 3.
- KSMO-TV continues its commitment to the community by airing public service announcements on the following topics: Adoption, Second-Hand Smoke, United Negro College Fund, Reducing Gun Violence, Blood Donation, Diabetes, Infant & Child nutrition, Better Health, Skin Cancer, Adult Mentoring, Big Brothers/Sisters, Boys & Girls Town, Car Seat Safety, Literacy, among other topics.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name of Licensee	Signature
Meredith Corporation	
Date	
7/10/2007	

FCC Form 398
March 2006

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Confirmation Number 79674
Call Sign KSMO-TV
Filing Quarter Date 06/30/2007
Filing Date 07/10/2007

Please send comments via standard mail to the Federal Communications Commission, Consumer and Governmental Affairs Bureau, 445 12th Street, S.W., Washington, D.C., 20554. Questions can also be answered by calling the FCC's National Call Center, toll free, at 1-888-Call FCC (1-888-225-5322).

Federal Communications Commission
445 12th Street SW
Washington, DC 20554
[More FCC Contact Information...](#)

Phone: 1-888-CALL-FCC (1-888-225-5322)
TTY: 1-888-TELL-FCC (1-888-835-5322)
Fax: 1-866-418-0232
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